The Cyber Nautica

Bridging the
Digital Divide

ACP wins APEA 'Most Promising Entrepreneur 2011' Award

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Editor's Note

In recent years, ever since the technological explosion and the era of the ubiquitous Internet, the world started to worry about the Great Digital Divide. Exactly what does this often mentioned buzzword mean? Is it a problem we should be concerned of or are we making a mountain out of a molehill? If it is a serious problem, how can we bridge the divide?

The Digital Divide is real. It exists in a metropolitan city like Singapore . With most of the world's efforts being focused on building IT infrastructures and improving connectivity, the gap has unknowingly widen.

As parents, sometimes we get perplexed when our children were not given written home-work and instead were told to 'surf the net' for project submissions. As teachers, we constantly have to keep up with the unfamiliar digital terms that keep appearing in our students' conversations. It is always a challenge ensuring that our lessons are innovative and interesting enough to keep our new generation engaged.

While recent advances in technology have lowered the price of a computer and a connection to the Internet has proven its advantages, the best way to bridge the divide still depends on our motivation to keep up with the changes.

In this issue, we explore the differences between Digital Immigrants and Digital Natives and the pitfalls of a Digital Divide. We also provide some interesting tips on how you can work towards improving communication and bridge the gap. Hope you will enjoy the read!

Firzillia
Editor

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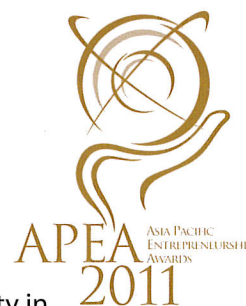
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ACP News

Asia Pacific Entrepreneurship Award 2011

We are delighted to announce that Mr. Alan Poh, Managing Director of ACP, has been awarded 'The Most Promising Entrepreneur Award' by APEA Asia.
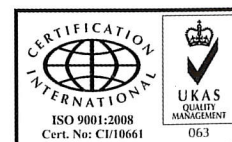
The prestigious Asia Pacific Entrepreneurship Awards is a world-class award recognizing and honoring business leaders who have shown outstanding performance and tenacity in developing successful businesses within the region. Organized by Enterprise Asia and supported by local governments and businesses, the award aim to band leading entrepreneurs across the region to spur greater innovation, fair practices and growth in entrepreneurship.
Congratulations to our Managing Director for the achievement!

ISO 9001:2008 Annual Audit

We have once again proven to be an organization that consistently adheres to international quality standards with zero non conformance in our recent annual surveillance audit on ISO 9001:2008 in May 2011
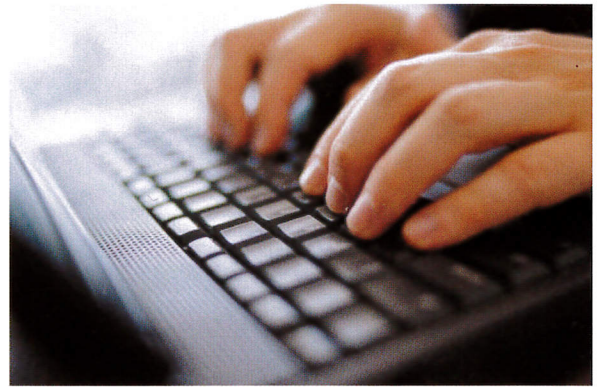
Newly Launched Websites

ACP has recently launched the newly revamped websites for Bukit Timah Primary School, Bedok Town Secondary School & West View Primary School.

Digital Immigrants vs Digital Natives

The 20th and 21st century brought us great advancement in technology and science that it sparked what one would call a Digital Revolution. This marks the beginning of the Information Age where widespread of digital logic circuits and its derived technologies such as computer and digital cellular phones affect the lives of the majority of the human race.

There is a transitional divide between the Digital Immigrants and the Digital Natives. The Digital Immigrants are individuals who were born before the existence of digital technology and adopted it later in their life, usually before the 1980s. The Digital Natives are individuals who are born during or after the introduction of technology.
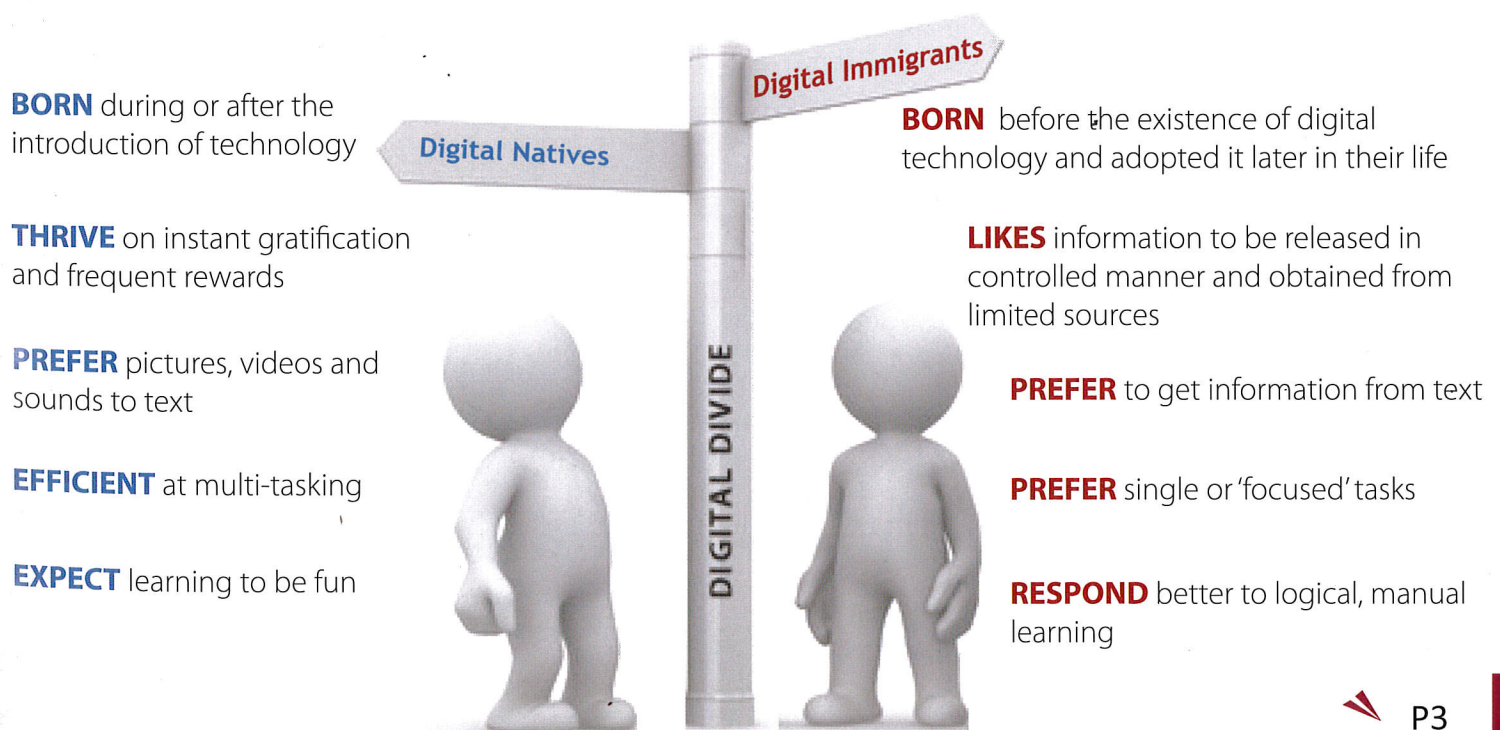
As technology is an integral part of the Digital Natives' lives, they tend to think and process information fundamentally different from their predecessors. Digital Natives, having spent their entire lives surrounded by technology results in them being the 'native speakers' of the digital language.

Both terms coined back in 2001 by Marc Presnky indicated that an individual's thinking pattern change depending on his/her experience. The thinking is affected by the culture and environment he/she grows up in. This will therefore result in both the Digital Immigrants' and Natives' to think and do things differently; hence causing the divide.

So what problems will the divide cause?

The discernable differences between Digital Natives and Digital Immigrants

Digital Natives

BORN during or after the introduction of technology

THRIVE on instant gratification and frequent rewards

PREFER pictures, videos and sounds to text

EFFICIENT at multi-tasking

EXPECT learning to be fun

Digital Immigrants

BORN before the existence of digital technology and adopted it later in their life

LIKES information to be released in controlled manner and obtained from limited sources

PREFER to get information from text

PREFER single or 'focused' tasks

RESPOND better to logical, manual learning

DIGITAL DIVIDE

The Digital Divide:
Language Barrier or Generation Gap?

For those of us who remember a life before the Internet or even CD players, this gives us an opportunity to question how immersed we are in the digital landscape. If you prefer to print articles from the Internet to read them, or phone people to see if they received an email you sent – you probably have a 'thick accent', and would be considered by Digital Natives to be a foreigner. This can raise some interesting and important questions, because we are not simply discussing a generation gap, or the digital divide. We are discussing a different way of thinking.

A university professor who insists on reading from typed papers for forty-five minutes is unlikely to get his message across very effectively to students who are used to browsing and streaming and quickly accessing information with a few clicks of a mouse. Likewise, a teacher who is not used to online tools such as social media chan-nels and chatrooms is unlikely to be able to always communicate with her students when she consistently misinterprets LOL as "lots of luck".

A digital divide may not only exists across countries and between a student and a teacher. A more pressing concern is the communication gap between parents and children due to the prevalent use of Internet and other technology tools. This causes concerns such as the breakdown in communication, technological anxiety as well as the lack of awareness to the dangers that technology might bring.

A survey conducted on 55,000 students indicated that Digital Divide can swallow our kids if nothing is done*.

Digital Immigrants' Beliefs

87% say they established rules for their kids on Internet use

69% feel they know a lot about what their kids do online

31% have disciplined their child because of their Internet use.

Digital Natives' Reality

36% say parents have NOT made rules for their Internet use

41% do NOT share what they do and where they go online

36% have NOT discussed with parents how to be safe online

Bridging the Digital Divide

One simple step towards bridging the divide is to develop an interest and understanding in technology and be proficient in the 'language' that the Digital Natives are speaking. To do so, you can start with the following :

Embrace Technology as an Empowering Tool

Popularity of technology tools such as 3G/4G smartphones, iPads and netbooks have evolved whereby they are now commonly available and used by the masses. Various government intiatives are already in place to foster the use of technology and innovation to make education more engaging. The pervasive use of technology are also embedded into the corporate landscape to help streamline processes. Technology will always continue to play a key role in our lives and as Digital Immigrants, we have to be motivated to "keep up" with the fast-moving innovations that are coming from different directions. By embracing the digital wave, we are taking the first step to reducing the chasm.

Use Online Communication Tools to Interact

Web 2.0 tools such as blogs, wikis, videos and games are common platforms that are simple and yet effective modes of interaction between the Digital Immigrants and Digital Natives. They are very informative and allow facilitation of communication and collaboration between these two digital generations.
Social media tools such as Facebook are also no longer used only by youths as a platform to express themselves. Businesses can foster customer engagement and improve relationships through these channels as well. Families can also stay connected online via these social media tools

Adopt Cyber Wellness Values

Promoting a safe and responsible use of technology and internet is critical to avoid the pitfalls of a digital revolution. For example, being a "good" digital citizen includes taking precautions against being vulnerable to scams, cyber bullying and other dangers. Parents should play an active role in a child's online activity. The conversations that make kids good digital citizens are not about the technology; they're about communicating your values as a parent. Teaching your kids to treat others as how they would like to be treated online is the key. There are various workshops and online sites that can help you to start those conversations—even if you think your kids are more tech-savvy than you are.

In short, Digital Immigrants have to learn to be amazingly adaptable to the technological change. Digital Natives however, while unlikely to go backward, should accept that traditional methods do not always mean ineffective. Cultural assimilation between Digital Natives and Immigrants can occur through a mutual process of adaptation rather than a one-way street.

Adapted from source : http://depd.wisc.edu/html/TSarticles/Digital%20Natives.htm

Are you Tech-Aware?

Crossword grid with filled-in answers:

1 (across): W E B S T E R
6 (down): B R O W S E
2 (across): H O
3 (across): S U R F
5 (down): L
4 (across): S E A R C H
5 (down continued): E D
7 (down): C L I C K

ACROSS

1. A collection of Web pages on the World Wide Web.
2. The default page on your browser is also called a _____.
3. Browsing the web is to '_____ the Internet'.
4. Google and Yahoo are examples of a _____ engine.

DOWN

5. Facebook and Twitter are examples of social _____ websites.
6. An application program commonly used for surfing the Internet.
7. The word used to describe the act of pressing on a mouse button.
8. A supernetwork or another word for the World Wide Web.

Answers will be provided in the next issue of Cyber Nautica!

Our Luminaries

Justin Lu, shares how he has never expected to work in the Education sector, but now he can't imagine doing anything else.

I joined ACP back in 2007 and everyday has been an exciting challenge for me, even after 5 glorious years.

I never expected to find myself with a career in the Education sector. However, the past few years have made me very passionate about my work and I can't imagine doing anything else now.

I find my job deeply satisfying, as I have the opportunity to work on various major tenders and with large industry partners. These opportunities have greatly enriched my working experience. And whenever I have completed a major milestone, I know that what I have just accomplished will definitely affect someone's future, hopefully for the better.

Those are just some of the achievements that help to keep a smile on my face even after 5 long years. I wouldn't give it up for anything.

Muhammad Hafizuddin , Training Executive for ACP, shares about the invaluable experience gained as a trainer.

I became part of the ACP training team in September 2010. While waiting to be assigned as a resident trainer, I was given the opportunity to hone my teaching skills as an assistant to a Lead Trainer for our Media Literacy Programme (MLP).

As an assistant trainer, I was able to observe and be mentored by the senior who showed me the techniques on how to engage and manage a class. It was a valuable experience as it gave me great practice to improve my competency in managing a class when it was my turn to be a Lead Trainer.

Since January this year, I've been the IT Trainer for Xishan Primary School. The knowledge that I've gained earlier has equipped me with the necessary techniques on how to conduct lessons to students. Also, the feedbacks that I've gained from other IT Trainers have been invaluable and helpful.
Whenever I need any technical assistance, the staff in ACP are also always ready to provide a helping hand. Emails are responded quickly and I can sense the feeling of appreciation at work. I'm really grateful and proud to be working for ACP. I believe ACP has propelled me to be a more efficient professional.

> **5 August 2011**

Talk : Getting your very own 24/7 HR Assistant

Business owners of SMEs usually wears more than one hat within their organizations.The rising cost of manpower increases the organization's bottomline, reducing profit. Find out how a 24/7 HR assistant will assist your organization to grow while improving your bottomline.

Time: 3:00pm - 5:00 pm
Venue: 3 Lim Teck Kim Road, Genting Centre #08-02

> **07 August 2011**
Singapore Microsoft Office Academic Skills Challenge Awards Ceremony 2011

The 2011 Singapore Microsoft Office Academic Skill Challenge Award Ceremony is here to reward the winners and students whom represented Singapore at the worldwide championship in San Diego.
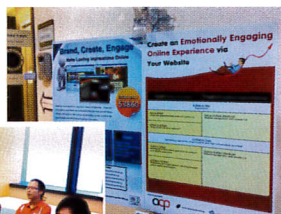
Time: 1:00pm - 5:00 pm
Venue: Microsoft Auditorium

> **06 September 2011**
Talk : Rapidly create and convert content into SCORM compliant learning packages

A quick training course targeted for teachers to learn how to rapidly create and convert existing content which you have into SCORM compliant eLearning packages which can be easily imported into compliant LMS to be delivered to students.

Time: 3:00pm - 5:00 pm
Venue: 3 Lim Teck Kim Road, Genting Centre #08-02

Call 6227 7996 to register.

Media Literacy GoLIVE @ LAA

ACP, in cooperation with Ai Tong Primary School, recently organised the Media Literacy GoLIVE workshop for south seven central schools. The workshop was held at the Little Arts Academy on May 13, 2011.

It was an immensely informative event as Suzanne Jung, co-anchor of Primetime Morning, and Rennie Gomes, Managing Director of Yellow Box Studios, shared their experiences working in the media industry.

'Create an Engaging Online Experience' Website Talk @ ACP

As part of our regular series of talks that we conduct at ACP, we have recently organised a talk titled 'Create an Engaging Online Experience via School Websites' during the school holidays on 2nd June, 2011. We invited Head of Department (HOD), teachers and IT executives from several schools down to our Centre and shared with them tips on how to use Search Engine Optimisation, Content Management Systems as well as other related topics. The programme ended with a break-out session which included a one-hour hands-on workshop on Joomla 1.6 - the next generation of Joomla known to be the most popular Open Source Content Management System in the world.

Highlights

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